



## Black Friday in One Week: Are You Consumer Ready?

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MADISON – Consumers are making their shopping lists and checking them twice to make sure they are ready for the Black Friday deals. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) urges you to make sure the scanned price is right.

“During this time of year, there are endless ads, promotions and coupons drawing consumers into stores for deals that are offered for a limited time,” said Sandy Chalmers, Division Administrator of Trade and Consumer Protection. “Know what the price should be, and verify the price at the check-out is correct.”

If there is a discrepancy, Wisconsin law requires stores to charge the lowest advertised price and refund any overcharge. Even though pricing errors may be unintentional and the result of human error, the law always benefits the consumer.

“If you see a potential pricing problem, speak up, because most retailers are anxious to please,” added Chalmers. “If a store fails to make it right, file a consumer complaint with DATCP, and our weights and measures inspectors will follow up.”

DATCP’s weights and measure inspectors check on stores to make sure you get what you are paying for. Last year, DATCP tested more than 29,000 items for price accuracy across the state. During these tests, consumers were charged the correct price or undercharged for an item 99.2% of the time.

DATCP offers these three holiday shopping tips this Black Friday:

- Read store ads thoroughly before shopping. Make sure to understand any special conditions of the sale, including limited hours or quantities.
- Be prepared when you are at the register. Have store ads with you and take notes as you shop of any special prices or sale signage.
- Watch the display screen at the store as your items are being scanned. If there is an overcharge, speak up when you are in the store and ask for a refund.

For additional information or to file a complaint, contact the Bureau of Consumer Protection at the toll-free number at 1-800-422-7128 or email at [datcp hotline@wisconsin.gov](mailto:datcp hotline@wisconsin.gov).

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